

IBM Software Brand Identity Guide

Chapter 6: Mark Programs



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Mark programs support IBM's strategy to achieve positive influence in the areas of brand awareness, reach and positioning. IBM wants market relevance. Customers want assurance. Business Partners and other companies want endorsement. Satisfying these desires calls for the right balance of equities and association. The purpose of this chapter is to help you become more familiar with mark programs featuring IBM software — marks that position and extend DB2®, Lotus®, Tivoli®, Rational® and WebSphere® software brands.

WHAT YOU WILL FIND IN THIS GUIDE

- The distinction between types of IBM Software Group mark programs*
- An overview of how these marks are used*
- Corporate requirements for mark programs*
- A step-by-step guide and checklist to initiate a new mark program*
- The due diligence required to implement a mark program*
- Contacts and resources to offer guidance, support, reviews or approvals for new mark programs*

MARK PROGRAM TYPES

IBM Software Group has developed four types of mark programs. Each program type has a specific objective. With adequate marketing and promotion, each mark represents customer value.

Third Party

Using these marks, qualified third-party companies can help position and market IBM software and their own IBM software-related services and solutions. Third-party software brand marks incorporate the IBM name, building association with IBM.

Product Compatibility

The “Ready for” mark is used by independent software and hardware vendors (ISVs and IHVs) to identify an offering that has been qualified as integrated and compatible with IBM software, hardware, services, content or technology solutions.

Enabling Component

The “Powered by” mark may be used by IBM Business Partners and customers to identify solutions that are enabled by — having been built on or maintained with — software as defined and qualified by IBM.

Professional Skills

The “Certified for” mark is used by individuals to identify qualified expertise and skills in IBM software and related technologies.



- 1 Third-party software brand mark
- 2 “Ready for” mark
- 3 “Powered by” mark
- 4 “Certified for” mark

THIRD-PARTY SOFTWARE BRAND MARK PROGRAM

Mark Meaning: This mark represents a category of IBM software. The third-party software brand mark associates third-party solutions with IBM software. This mark does not represent any nature of relationship between IBM and third parties or third-party offerings.

Environment: This mark is in third-party materials and communications, including Web, collateral, environmental, advertising and direct marketing.

Clarity of Source: Different from the software brand marks used in IBM materials, these marks carry the IBM name. This differentiation ensures IBM's presence and role is understood. These marks appear in a less prominent manner than the corporate identity of the third party, helping to ensure the third-party is viewed as the source of the materials or communication.

Criteria for Use: Currently, two separate programs have been approved and offer third-party software brand marks to these specific audiences:

- *IBM PartnerWorld® for Software Business Partners that employ one or more professionals having current and accepted certifications in DB2, Lotus, Tivoli and/or WebSphere software.*
- *IBM Global System Integrators*

Nomination: Qualifications are reviewed by IBM through forms of registration, contracts and entitlement.

Relationship: IBM is source of the mark offering. IBM is not responsible for the quality, performance or accuracy of third-

IBM®  Information Management Software

IBM®  software

IBM®  software

IBM®  software

Value for IBM: This mark increases IBM software brand awareness and reach. And helps to build communities while positioning IBM software among its competitors.

Value for Business Partners: This mark makes third-party offerings (service or product) more relevant in their market and to IBM customers.

Value for Customer: Seeing this mark allows customers to easily recognize third-party offerings that have acknowledged relation to IBM software. Seeing this mark also gives customers assurance.

How Third Parties Use the Mark

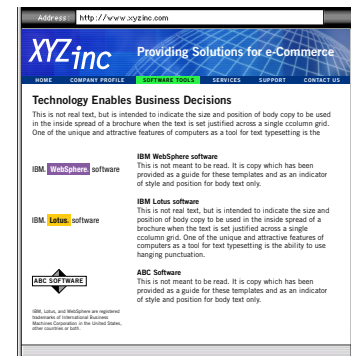
Qualified IBM Business Partners or Global System Integrators position third-party software brand marks in a spot or illustrative fashion. The mark maintains close proximity to the content or message directly relating to the IBM software offering. This placement ensures that the third-party software brand mark is used to identify or promote DB2, Lotus, Tivoli and WebSphere software. Wherever third-party software brand marks appear, the third-party's corporate logo is always dominant and understood as the source of the communication.

How IBM Uses the Mark

The third-party software brand marks do not identify a program, organization, company relationship or process. When IBM uses this mark, it is merely to feature the mark as one benefit a Business Partner or Global System Integrator can receive as a result of their adherence to established criteria.

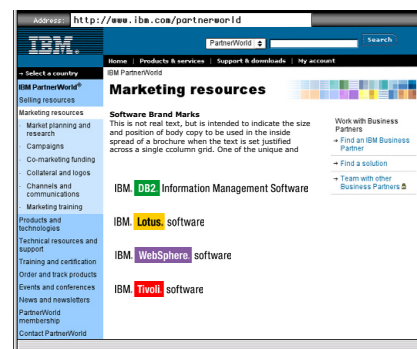


1



1 Business Partner brochure and Web site

2 IBM Web site



2

THIRD-PARTY SOFTWARE BRAND MARK GUIDELINES

requires Business Partner Zone entitlement

<http://www-100.ibm.com/partnerworld/software/pswswzone.nsf/docs/LMCK-5AAKU?opendocument>

IBM BUSINESS PARTNER ZONE ENTITLEMENT

<http://swgint3.boulder.ibm.com/partnerworld/software/eccc.nsf/cc?openform>

“READY FOR” MARK PROGRAM

Mark Meaning: A product or service that is compatible and integrated with IBM software, solutions or technology. The product or service has been tested and proven to meet key IBM standards.

Environment: This mark identifies validated products through marketing communications, Web, events, product, user interface and/or packaging.

Clarity of Source: This mark is always used in context, for example, on qualified product packaging or promotion.

Criteria for Use: Independent hardware and/or software vendors (IHVs and ISVs) must be IBM Business Partners under IBM PartnerWorld Agreement and have an offering that has been tested and validated according to IBM specifications. A “qualified offering” can include software, hardware, services, content or a technology.

Nomination: IBM requires rigorous product testing by both Business Partner and IBM development teams — contracted or internal.

Relationship: IBM is the source of the mark offering, as well as the validation. ISVs or IHVs develop and provide the validated offering. IBM is not responsible for the quality, performance or accuracy of third-party offerings or information.



- 1 Ready for IBM DB2 software for Linux
- 2 Ready for IBM Lotus Learning software
- 3 Ready for IBM Tivoli software
- 4 Ready for IBM WebSphere Studio software
- 5 Ready for IBM WebSphere Business Integration software

Value for IBM: This mark allows Business Partners to show preference for IBM software. The “Ready for” mark can increase customer interest and consideration. The mark’s use increases IBM brand awareness and reach and positions IBM offerings among those of its competitors. The mark also expresses IBM’s drive toward open standards.

Value for Business Partners: The value is differentiation. This mark enables ISVs and IHVs to leverage IBM brand equity and broaden end-customer reach, generating interest and consideration through assurance.

Value for Customer: The “Ready for” mark authenticates compatibility and high standards of integration with IBM offerings to offer end-customer assurance.

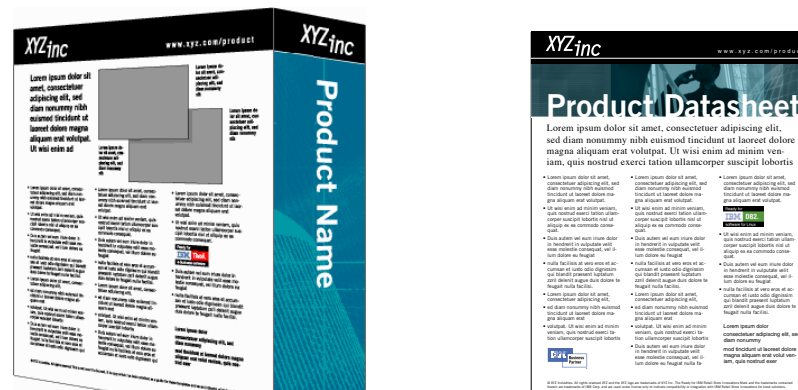
How Third Parties Use the Mark

ISVs and IHVs are encouraged to use the “Ready for” marks in any materials they develop to promote the qualified offering’s features or performance. They can use the mark to communicate their offerings are compatible or integrate with IBM software or other offerings. The mark is positioned in a way that helps end customers easily distinguish it from other corporate or product identifiers.

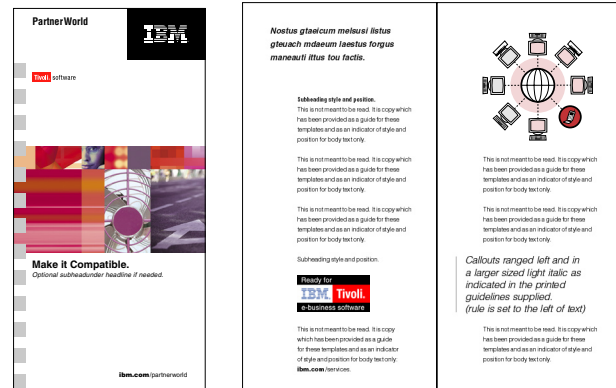
How IBM Uses the Mark

The “Ready for” mark does not identify the application validation program itself. Nor is it a symbol for an organization or process. When IBM uses the “Ready for” mark, it is merely to feature the mark as one benefit a Business Partner can receive as a result of its software application validation.

1



2



- 1 Business Partner product package and datasheet
- 2 IBM brochure

“READY FOR” MARK GUIDELINES

requires IBM registration with PartnerWorld for Developers

<https://www.developer.ibm.com/tech/member/ready>

“POWERED BY” MARK PROGRAM

Mark Meaning: IBM software has been implemented to enable a solution. The Business Partner or customer solution (e.g., hardware or services) contains IBM software and runs without the need of additional IBM offerings (e.g. hardware or services).

Environment: This mark is used on the solution’s product user interface, Web site and in related marketing materials.

Clarity of Source: This mark is always used in context, for example, on a qualified Web site. Positioned in a way that identifies the solution — not the company or offering — there is little chance of confusing the role of IBM software.

Criteria for Use: IBM verifies that its software is a component that enables a site or solution. Nomination: Customer or Business Partner solutions are nominated through IBM review of registration forms, customer testimonials and the solutions themselves.

Relationship: Customers or Business Partners are the source of the qualified solution. IBM is the source of the mark offering. IBM is not responsible for the content or integrity (e.g., privacy or security) of the solution, nor does IBM endorse the solution.



Value for IBM: This mark serves to increase IBM software brand awareness and reach. It helps to build communities and positions IBM software against that of competitors.

Value for Business Partner or Customer: The value is differentiation. The mark enables these companies to leverage IBM brand equity and broaden audience reach, generating interest and consideration through assurance.

Value for Customer: This mark authenticates performance of IBM offerings to offer end-customer assurance.

How Business Partners and Customers Use the Mark

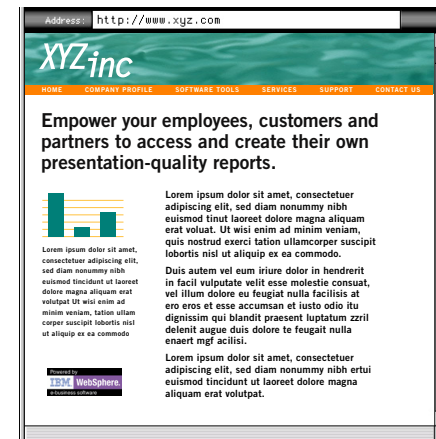
Business Partner and customer communications that promote the qualified e-business solutions will use this mark to express the solution has been built on or maintained with software as defined by IBM. The “Powered by” mark is placed as an identifier at the bottom of a page or in a less prominent position.

How IBM Uses the Mark

The “Powered by” mark does not identify the program itself. Nor is it a symbol for an organization, company relationship or process. When IBM uses this mark, it is merely to feature the mark as one benefit a Business Partner or customer can receive as a result of a solution qualification.



1



1 Business Partner advertisement and Web site

2 IBM trade show exhibit



2

“POWERED BY” MARK GUIDELINES

requires IBM registration with PartnerWorld for Developers

https://www.developer.ibm.com/en_US/websphere/member/pbw_usage.html

“CERTIFIED FOR” MARK PROGRAM

Mark Meaning: A professional has been tested and validated by IBM to have expertise and skills in four categories of IBM software solutions and technology — DB2, Lotus, Tivoli and WebSphere software.

Environment: This mark is used on self-promotional materials including resume, business card and biography.

Clarity of Source: This mark is always used in context. Positioned in a way that identifies the person, not a company or offering, there is little chance of confusing the role of IBM software.

Criteria of Use: Individuals validated by IBM who have completed the requirements and accepted terms of the IBM Certification Agreement.

Nomination: Professionals have been qualified through strict IBM testing and qualification to obtain certification for DB2, Lotus, Tivoli, WebSphere and/or cross-brand software solutions.

Relationship: IBM maintains the relationship with individuals employed by customers, Business Partners, consultants, IBM or may be self-employed. IBM is the source of the mark offering, as well as the validator. IBM is not responsible for the quality, performance or accuracy of an individual’s skills or consultation.



1



2



3



4

- 1 Certified for IBM DB2 software
- 2 Certified for IBM Lotus software
- 3 Certified for IBM Tivoli software
- 4 Certified for IBM WebSphere software

Value for IBM: This mark increases customer interest and consideration. It also increases IBM software brand awareness and reach. The mark denotes IBM interest and investment in individual skills at the same time positioning IBM software among its competitors.

Value for Professional: The value is differentiation. The professional can gain greater customer interest and consideration through assurance. The mark also aids professional development, competitive compensation and job advancement.

Value for Business Partner: The value is similar to that gained by the individual. A Business Partner may be able to achieve higher services productivity and profitability by employing IBM Certified individuals.

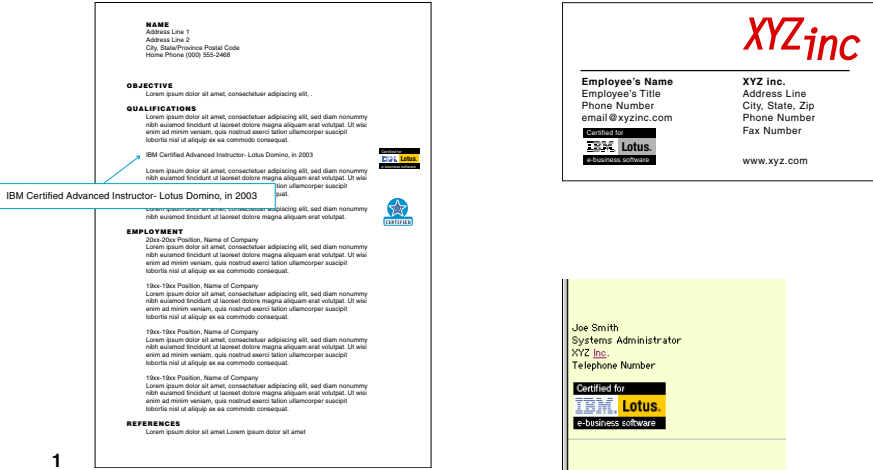
Value for Customer: The “Certified for” mark helps build customer assurance by authenticating a qualified individual’s high standard of expertise.

How Certified Professionals Use the Mark

Certified professionals are encouraged to use these marks on materials where it is appropriate to recognize their qualified expertise, including e-mail signatures, business cards or resumes. In these cases, the “Certified for” mark does not outweigh the prominence of any other corporate logo and is always shown equal to certification marks from other companies.

How IBM Uses the Mark

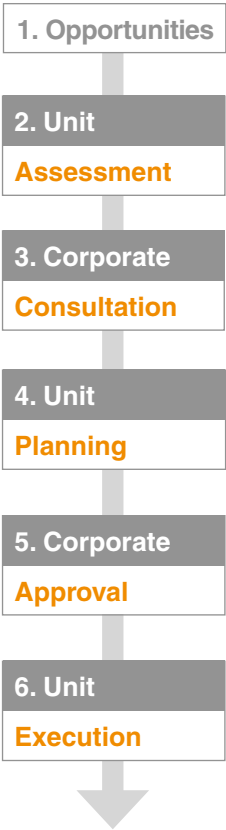
The “Certified for” mark does not identify the IBM Certification program itself. Nor is it a symbol representing an organization or process. When IBM uses this mark, it is merely to feature the mark as one benefit an individual can receive as a result of qualifying his or her skills and to recognize achievement in certification.



- 1 Individual’s resume, business card and e-mail signature
- 2 Professional Certification Program certificate from IBM

HOW TO DEVELOP A MARK PROGRAM

When an opportunity for a new mark is identified, it must be evaluated and proposed in the form of a program, offering clear objectives that meet business strategies. Corporate requirements for any mark program have been outlined in the form of a process and checklist.



process	checklist
<ul style="list-style-type: none">• Complete all the checklist items in one step before moving on to the next.• Be realistic about how long it will take to develop program elements.• Engage expert resources early.• All programs require review and approval by Corporate Marketing as illustrated.• A documented marketing strategy and plan	<ul style="list-style-type: none"><input type="checkbox"/> A definition of program benefits and success measurements<input type="checkbox"/> A documented program including qualification criteria, application and screening processes<input type="checkbox"/> A review of business practice issues with IBM legal counsel or department including potential exposures, severance and remedies<input type="checkbox"/> Design of the program mark and development of guidelines for use<input type="checkbox"/> Corporate Marketing sign-off on program proposal<input type="checkbox"/> Completed trademark clearance and filing of the program mark<input type="checkbox"/> Complete a Trademark License Agreement to be signed by all qualified companies<input type="checkbox"/> Put program management resources (administrative) in place<input type="checkbox"/> Develop a program site, where qualified parties sign the Trademark License Agreement and can access artwork and guidelines

process	checklist
1. Opportunity <ul style="list-style-type: none">• All new program opportunities should be directed to Business Unit marketing for evaluation• Provide a summary of program proposal and objectives as well as supporting research findings, market observations and competitive context. Program proposal submitted to Business Unit marketing for assessment and recommendations	
2. Assessment <ul style="list-style-type: none">• Business Unit marketing evaluates how the proposed program aligns in the context of its overall marketing strategy and business plan• Engage unit resources to resolve the business case, program plan, implementation details and to secure funding commitments<ul style="list-style-type: none">– Integrated Marketing Communications (IMC)– Legal– Marketing	<ul style="list-style-type: none"><input type="checkbox"/> Document marketing strategy and plan<input type="checkbox"/> Define program targets, benefits and success measurements<input type="checkbox"/> Document certification or validation process, including the qualification criteria, application and screening<input type="checkbox"/> Review business-practice issues with legal counsel, including potential exposures, severance and remedies.

process	checklist
3. Consultation <ul style="list-style-type: none">• Business Unit marketing to engage with Corporate Brand Strategy team to review the program materials developed in Step 2• Corporate Marketing concerns and considerations<ul style="list-style-type: none">– Equity Flow: How do the brand values of the target companies (individually or as a community) complement or enhance those of IBM?– Investment: What is IBM's commitment to marketing the value of the program? What resources (funds and personnel) are committed?– Revenue: What is the revenue potential for IBM?– Market: Is there any potential conflict with the proposed program and existing IBM programs, offerings or services?– Offering Value: Does the certification offer unique value, previously unavailable from IBM or target companies?– Clarity: When and how will qualified companies display the earned program mark? What is its intended value and meaning for end customers?	<ul style="list-style-type: none"><input type="checkbox"/> Corporate Marketing review and approval<input type="checkbox"/> Contact Corporate Identity & Design to initiate mark design and development<input type="checkbox"/> Contact Corporate Intellectual Property Law to assess the filing of mark artwork as a new IBM trademark

process	checklist
4. Unit Planning <ul style="list-style-type: none">• The business strategy, marketing tactics and program plan refinement is completed by the unit team• Legal to develop Trademark License Agreement• IMC to develop go-to-market plan• Project team to develop documented certification or validation process• Project team to develop program site to track qualified candidates, sign Trademark License Agreement, access artwork and guidelines	<ul style="list-style-type: none"><input type="checkbox"/> A documented business strategy, including marketing tactics and plan<input type="checkbox"/> A documented certification or validation process<input type="checkbox"/> A Trademark License Agreement<input type="checkbox"/> Final mark artwork and guidelines for use<input type="checkbox"/> Program site complete
5. Approval <ul style="list-style-type: none">• Final program plan and materials reviewed by Corporate Marketing	<ul style="list-style-type: none"><input type="checkbox"/> Approval by Corporate Marketing<input type="checkbox"/> Approval by Corporate Intellectual Property Law
6. Execution <ul style="list-style-type: none">• Program implemented• IBM Call Centers and PartnerWorld administration advised of new program launch and administrative contacts• Unit team to ensure proper use and implementation of program marks	<ul style="list-style-type: none"><input type="checkbox"/> Program performance assessment and refinement as needed (ongoing).

CONTACTS AND RESOURCES

Software Branding and Naming

swbrand@us.ibm.com

Mark Program Owners and Guidelines

Third-party software brand marks for Business Partners

Karyn Rosen

karyn_rosen@us.ibm.com

Third-party software brand marks for IBM Global System Integrators

Martha Hawthorne-Morales

marty@us.ibm.com

“Ready for” marks

Michele Jacobs

mjacobs@us.ibm.com

“Powered by IBM WebSphere software”

Joe Nicke

jnicke@us.ibm.com

“Certified for” marks

Julie Shore

jshore@us.ibm.com

Corporate Marketing

Corporate Brand Strategy

Brand Strategy/Armonk/IBM@IBMUS

Corporate Identity & Design

Design 2/Somers/IBM@IBMUS

Corporate Intellectual Property Law

<http://www.ibm.com/ibm/licensing/contact>

THIRD-PARTY SOFTWARE BRAND MARK GUIDELINES

requires Business Partner Zone entitlement

<http://www-100.ibm.com/partnerworld/software/pwswzone.nsf/docs/LMCK-5AAKLU?opendocument>

IBM BUSINESS PARTNER ZONE ENTITLEMENT

<http://swgint3.boulder.ibm.com/partnerworld/software/eccc.nsf/cc?openform>

“READY FOR” MARK GUIDELINES

requires IBM registration with PartnerWorld for Developers

<https://www.developer.ibm.com/tech/member/ready>

“POWERED BY” MARK GUIDELINES

requires IBM registration with PartnerWorld for Developers

https://www.developer.ibm.com/en_US/websphere/member/pbw_usage.html

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